

Module 1

Objectives

Our client, a luxury watch brand for men, seeks to create an elegant and sophisticated online presence. Your task is to design the homepage mockup for their new website within the allocated time, focusing on delivering a luxurious user experience and showcasing their exquisite timepieces.

Requirements

Create a one-page portrait website mockup including the following elements on the web page:

1. **Header:**
 - Logo of the luxury watch brand (use the provided media files or create your own)
 - Navigation menu (Home, Collections, Heritage, Blog, Contact)
 - Search bar
 - Call-to-action button (e.g., "Discover Now" or "Shop Now")
2. **Hero Section:**
 - Large, high-quality background image or video showcasing the brand's watches.
 - Catchy headline and subhead line introducing the brand and its heritage (text can be lorem ipsum everywhere)
 - Prominent call-to-action buttons (e.g., "Explore Collection" and "Shop Now")
3. **About Us Section:**
 - Brief introduction to the brand's history, craftsmanship, and values
 - Include images of the watchmaking process and key historical moments
 - Call-to-action button (e.g., "Learn More")
4. **Featured Products Section:**
 - Grid layout displaying at least 6 watches from their latest collection.
 - Each product should include an image, name, brief description, price, and a "Shop Now" button.
5. **Blog Preview Section:**
 - Preview of the latest 3 blog posts
 - Each preview should include an image, title, brief excerpt, and a "Read More" button.
6. **Footer:**
 - Social media icons to the brand's social profiles
 - Newsletter signup form
 - Links to Terms and Conditions, Privacy Policy, and Contact Information

Instructions to the Competitor

1. The media files are available in the Media Folder. You can modify the supplied files and create new media files.
2. Save your design files in a folder called “XX_Design_Module” where XX is the your desk number.
3. File name of the design will be in a format like “XX_content.jpg” where XX is your desk number.
4. Save any source files to a folder named “source” inside the “XX_Design_Module” folder. The source files are the files that contain the layers, development files, i.e., .psd, .ai, .svg, .jpg.

Good luck!